

**FOR IMMEDIATE RELEASE**  
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**\*\*\*MEDIA ADVISORY\*\*\***

**NIH's "PEERx" for teens to be showcased at Rx Drug Abuse Summit**

A unique, new campaign targeting teens will be on exhibit at the first national summit addressing the prescription drug abuse epidemic. The National Institute on Drug Abuse (NIDA) will showcase "[PEERx](#)," a NIDA initiative that uses interactive videos and other tools to educate teens about the dangers of prescription drug abuse and help them to spread the word. Teen leaders from SADD (Students Against Destructive Decisions) will assist NIDA in exhibiting [PEERx](#) and hosting a train-the-trainer workshop for state and national leaders, law enforcement officials, medical professionals, community advocates, treatment experts, educators, private industry leaders, and others attending the event.

NIDA's involvement in the national summit also includes an exhibit for [NIDAMED](#), a collection of tools and resources to assist health care providers in detecting drug abuse early, preventing escalation to addiction, and referring patients to treatment when necessary.

**WHO:** National Institute on Drug Abuse (NIDA)  
Teens from Students Against Destructive Decisions (SADD)

**WHAT:** NIDA's [PEERx](#) campaign for teens

**WHEN:** April 10, 2012: 11:00 a.m. to 7:00 p.m. EDT (Train-the-Trainer: 1:00-2:00 p.m.)  
April 11, 2012: 7 a.m. to 5 p.m. EDT

**WHERE:** [National RX Drug Abuse Summit](#)  
Walt Disney World Swan Resort  
1200 Epcot Resorts Boulevard  
Lake Buena Vista, Florida

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The National Institute on Drug Abuse is a component of the National Institutes of Health, U.S. Department of Health and Human Services. NIDA supports most of the world's research on the health aspects of drug abuse and addiction. The Institute carries out a large variety of programs to inform policy and improve practice. Fact sheets on the health effects of drugs of abuse and information on NIDA research and other activities can be found on the NIDA home page at [www.drugabuse.gov](http://www.drugabuse.gov), which is now compatible with your smartphone, iPad or tablet. To order publications in English or Spanish, call NIDA's DrugPubs research dissemination center at 1-877-NIDA-NIH or 240-645-0228 (TDD) or fax or email requests to 240-645-0227 or [drugpubs@nida.nih.gov](mailto:drugpubs@nida.nih.gov). Online ordering is available at <http://drugpubs.drugabuse.gov>. NIDA's media guide can be found at <http://drugabuse.gov/mediaguide/>, and its new easy-to-read website can be found at [www.easyread.drugabuse.gov](http://www.easyread.drugabuse.gov).

**About the National Institutes of Health (NIH):** NIH, the nation's medical research agency, includes 27 Institutes and Centers and is a component of the U.S. Department of Health and Human Services. NIH is the primary federal agency conducting and supporting basic, clinical, and translational medical research, and is investigating the causes, treatments, and cures for both common and rare diseases. For more information about NIH and its programs, visit [www.nih.gov](http://www.nih.gov).

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